



SUCCESS STORY

Small business creates jobs as it grows

Fincas El Carmen is a family-owned processing business that has been working with USAID-RED for the last three years. The company processes and distributes pork rinds, vacuum-packed tamales, dairy products, doughnuts and bread, and they have a supermarket where they sell other items. USAID-RED has helped Fincas El Carmen to employ 30 full-time workers and increase sales by 230 percent since 2006.

“USAID-RED’s technical assistance has translated into an increase in production and sales,” said Manuel Hernández, the company’s general manager.

The program provided the company with technical assistance in various areas. Most notably, USAID-RED helped them develop a new product—tamales. USAID-RED helped Fincas El Carmen develop the product from the start, planning product development, marketing and sales. The small business now makes 2,500 tamales a day, following standards of good manufacturing practices (GMPs).

In the three years that USAID-RED has worked with Fincas El Carmen, the company has also invested \$180,000 into things like new warehouses and cold storage rooms, a system to disinfect water, and stainless steel tanks and cooking pots.

USAID-RED assists businesses like Fincas El Carmen because they generate jobs and support the country’s economy. In 2009 USAID-RED worked with 33 Honduran businesses to stimulate commercial competitiveness. These businesses increased their sales by \$2.7 million and generated 198 permanent jobs.

The Rural Economic Diversification Program (USAID-RED) is funded by the United States Agency for International Development (USAID) and made possible by the generous support of the American people. Its main objective is to increase incomes and employment opportunities in the rural communities of Honduras.



Photos by Fintrac Inc.

Fincas El Carmen employees make tamales.



Officials from USAID/Honduras visit Fincas El Carmen

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— Manuel Hernández, General Manager